

ESTABLISHED JUNE 19, 1871.

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SINGLE COPY FIVE CENTS.

Final Reductions on All Winter Goods at the Big Store

The last week in January will witness the lowest clearing prices in Omaha's history. Having bought more heavily than ever before for Exposition year, we must close out present stocks at once. New purchases are already beginning to knock for admission. Thousands of dollars' worth of choice goods on special sale at great reductions in price.

Agents for
Butterick Patterns.

HAYDEN BROS.—LETTING DOWN the PRICES to CLOSE

SELLING CHEAPER
Because we are selling more

This is the last week of our Great January Clearing Silk Sale—we intend to make a memorable one.

Silk Bargains | Silk Bargains | Silk Bargains

SPECIAL FIGURED AND PLAIN SILKS—big lot to close in surah satins, surah silks, Brocade half silk Novelties and all silk Fancies—our special price on Monday at only **25c**

SPECIAL PLAIN SILKS in all kinds weaves and colors; many very fine qualities. Monday's special closing price only **49c**

SPECIAL CHANGEABLE TAFFETAS—50 pieces extra quality in newest combinations—red and green, blue and purple and black, red and black, pink and green, blue and green, cerise and green, and many others; we believe these taffetas to wear as well as the most costly, only **59c**

SPECIAL BLACK SATIN DUCHESSE—On Monday we place on sale 25 pieces PLAIN BLACK ALL SILK SATIN, a perfect quality, Monday's special price **69c**

SPECIAL FANCY SILKS—immense lot of stripes, Brocades and fancy figures of all characters, best of styles in \$1.00, \$1.25 and \$1.50 quality, lengths from 5 to 15 yards—special price **75c**

SPECIAL BLACK PEAU DE SOIE—the most desirable of Black Dress Silks as unquestionably PEAU DE SOIE—no silk made that will give better wear, good quality on sale Monday at only **75c**

Attention Mail Orders No samples sent of special sale silks as in many lines quantities are limited. In sending for advertised silks state plainly kind and color wanted and if not satisfactory in all particulars money will be refunded.

Colored Wool Dress Goods.

Monday we are going to offer the best values in Dress Goods for the least money ever offered in the history of our house. Money refunded in all cases if goods are not satisfactory.

25 pieces of Colored Cashmeres, the regular 19c quality, only **10c yd**
65 pieces of Fancy Figured Mohairs in colors and black, 35 in. wide, worth 29c yard, only **15c**
40 inch two toned Brocades and Figures, 36 inch all wool mixtures in all colors, and 37 inch all wool French Serge, also black, all this lot worth 39c to 59c per yd, now only **25c**
A large assortment of New Spring Novelties, displayed in our 16th St. window, and many others in stock, only 39c and 59c per yard. These are the early spring designs and colors, and are worth 75c and \$1.00 per yard. **39c and 59c**

Black Wool Dress Goods.

Our Black Goods stock is now larger than ever and contains all of the new, nobby, serviceable and up-to-date weaves and designs and can give better values for the least money than ever before.

36 inch Black Figured Mohair, worth **15c yd**
39c, only, per yard
46 inch Black All Wool French Serge, very serviceable, worth 59c per yard, now only **39c**
43 inch Black Figured Mohair Brilliantine, rich lustrous, serviceable, must give and will not wear out, only **49c**
Regular 75c quality, now only per yard
38 inch All Wool Brocade and Figured Serge, **39c**
Sells most everywhere at 59c, our price now only per yard
Open Mail Orders Filled and Money Refunded if Goods Are Not Satisfactory.

Cloaks and Capes.

An unprecedented event in Omaha cloak selling. 3 manufacturer's entire stocks at one third price. Every garment is new and up-to-date. Bargains are here and plenty of them. An event that makes competition harmless.

Ladies' fine tailor made coats, in kersey, boucle and capillary, in 20 different styles, worth \$16, at **\$6.98**
Extremely handsome lot of ladies' coats, very well effects, garments that fit properly, worth \$11.50, at **\$4.98**
200 ladies' coats, in all the latest styles and newest materials, up to date garments, some of them silk lined throughout, worth \$10, at **\$3.98**
Ladies' double cloth capes, worth \$5, at **\$1.98**
Ladies' extra heavy cheviot capes, 30 in. long, properly lined and interlined, trimmed with fur, excellent value, worth \$8.75, at **\$3.98**
A handsome line of ladies' capes, in imported kersey, astrakhan and high class novelties, worth \$10, at **\$5.98**
Infants' elderdown cloaks, worth \$1, at **39c**
Children's and misses' jackets, Empire and tight fitting back, in fancy mixtures and plaid materials, worth \$5, at **\$1.98**
Misses' long cloaks in fancy mixtures and plain colors, ages 10 to 18, worth \$7.50, at **\$3.98**

Dress Skirts at Less Than Cost of Materials.
Special purchase of manufacturer's sample line. Everything that is new and stylish, serges, chevrot and brilliantine, fancy mixtures and a lot of high grade silk and satin skirts.
Lot 1—\$2 figured skirts at **\$1.39**
Lot 2—150 skirts worth \$3.75 at **\$1.98**
Lot 3—175 skirts of plain serges, brilliantine and high class novelties, at **\$2.98**
Lot 4—150 \$6 skirts at **\$3.98**
Ladies' silk and satin waists in the new blouse styles, in black and colors, worth \$10, at **\$5.98**
Ladies' dark wrappers at **49c**

CLOTHING

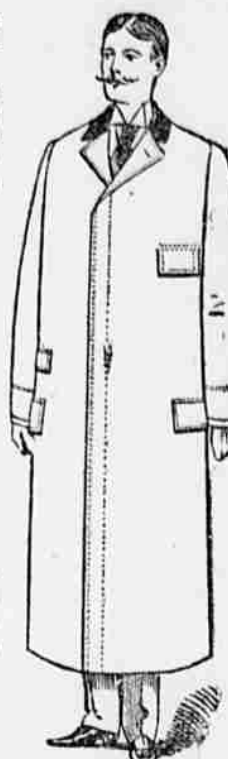
No good LIVE MERCHANT will carry goods over from one season to another. We will not do it for two reasons. First—We have not the room. Second—It is not BUSINESS. We have set aside the

word PROFIT on the balance of our winter Suits and Overcoats and in some lines of suits and overcoats where the sizes are BROKEN, the price has been cut in two. Whenever you find a line of suits and overcoats almost sold out at the close of the season you can rest assured they have been the best selling patterns, otherwise they would not be so near closed out. If we can fit you in these lines you save half your money.

A full line of \$7.50 Suits **4.50** at
A full line of \$10 Suits **6.75** at
A lot of broken sizes, **7.50**
\$12.50 Suits at **7.50**
A lot of broken sizes \$15 suits at **\$10**

\$4.00 and \$7.50 all wool overcoats and ulsters at **\$4.50**. \$3.00 Beaver Kersey Overcoats, \$10.00 values at **\$6.50**. All \$12.50 fine Beaver Kersey overcoats and Irish Freize Ulsters—reduced to **\$7.50**. A line of broken sizes in men's VERY BEST IRISH FRIEZE Ulsters, sold for \$15.00, \$16.00 and \$18.00—reduced to **\$10.00**. 2,500 pairs of \$2.50 all wool pants at **\$1.25**.

The famous READING \$3.00 pants at **\$1.75**. 300 to 400 ODD suit pants at **\$1.95**. Boys' long pants from 65c up to **\$1.75**.



MONDAY SPECIALS

Every Article in This List is a Special Big Bargain

15c Rubber combs only **44c**
10c Metal back Horn combs **44c**
10c Twin Wire Dress Stays **44c**
10c Corset Steels **44c**
Corduroy Velveteen Skirt Facing, per yard **5c**
Musline De Soie, Chiffons, and Liberty silks on sale only **45c**

NEW DRESS TRIMMINGS

Just received a full line of New Trimmings for spring.
CLOSING OUT FURS

Elegant Imitation Ermine, per yard **10c**
Elegant Genuine Seal Fur, per yard **10c**
Elegant Genuine Lambs Wool, per yard **10c**
Elegant Martin Wool **15c**
Elegant White Angora Fur **15c**
Richardson's 300 yard Black Silk Thread only **10c**

LINEN SALE.

Some Sensational Prices on Fine Goods.
20 pieces Heavy Unbleached Damask at, yd. **24c**
10 pieces Full Bleached Table Damask at, yd. **40c**
15 pieces German Silver Bleached, 62 in wide at, yd. **49c**
10 pieces Bleached Double Satin Damask, beautiful designs, 70 in wide, at, yd. **69c**
5,000 yards Heavy All Linen Crash, at yd. **5c**
1,000 yards Huck Crash, at yd. **12c**

Special Sale on Bed Spreads—for Monday Only. We have just received 2 cases of Bed Spreads, 11-4 size, made of 3-ply yarn both warp and filling—will place on sale for one day at **48c**

BATH TOWELS.

100 doz. Turkish Towels, size 22x45, extra heavy quality—for one day only at **10c**
Only 6 to a Customer

Special Sale on Sheeting and Muslin

4-4 Heavy Brown Muslin, at yd. **31c**
4-4 Soft Finish Bleached Muslin, at yd. **41c**
9-4 Heavy Brown Sheeting, at yd. **121c**
Ready Made Bleached Sheets, torn and ironed, size 81x90 at **39c**
Ready to Use Slips, large size, made of Lonsdale Cambric, at **9c**

BLANKETS AND FLANNELS.

We place on sale for the first time a new 10-4 Grey Blanket, Fancy Borders, at **75c** pair.
10-4 Silver Grey Blanket, fancy borders, at **\$1.00** pair.
You will find both these Blankets to be extra good value, good weight, and can't be duplicated in Omaha.
Have you seen our gray blankets at \$1.25 and \$1.35 a pair? 10-4 all wool gray blankets, \$1.75 pair. 11-4 white wool blankets, \$1.95. Blankets at \$2.50, \$2.75, \$3.00, \$3.50, \$4.00, \$4.50 and \$5.00 pair.
When in need of blankets go to the big store, the only place in Omaha where you find any kind of an assortment to pick from. Here is where you find quality as well as quality, at the lowest prices.
Our prices on bed comforters must be all right, judging from the quantity we are selling at 75c, 85c, \$1.00, \$1.25, \$1.50, \$1.75, \$1.95, \$2.00, \$2.25, \$2.50 and \$2.75 each.
The largest stock of outing flannel in the west; by the yard or piece, 5c, 8c and 10c yard. White shaker flannel, 3 1/2c, 4c, 5c, 6 1/2c, 8c and 10c yard. Unbleached cotton flannel, 3 1/2c, 5c, 8c and 10c yard.
Best assortment of cotton shirting you will find at Hayden's, 5c, 6 1/2c, 8c, 10c and 12 1/2c.
All kinds of bed ticking, Cretone, fancy printed Denims, art ticking, plain Denims, jeans, cottonade, etc., at Hayden Bros.
Chemise and tapestry table covers in large variety of colorings and all sizes at Hayden's popular prices.

A FEW PRICES OF INTEREST,

From each Department of the Great Trans-Mississippi Headquarters. All goods are strictly first class and prices are away down for Monday.

A Real Live Butter Sale—

Fresh Country Roll **10c, 12 1/2c, 14c**
Finest Roll Butter made here **16c**
Creamery **15c, 16c and 19c**
Guaranteed Fresh Country Eggs only **15c**

Omaha's Favorite Cheese Dept.—

Full Cream Swiss Cheese **19c**
Neufchatel Cheese **3c**
Climbert **20c**
Edam Cheese **20c**
Pineapple Cheese **25c**
Full Cream Cheese **19c**
Sap Sago Cheese **19c**

Our Fish Market—

Fine Herring, per pound **5c**
Red Salmon, per pound **7 1/2c**
White Fish **7 1/2c**
Trout **7 1/2c**
Eels **15c**
Anchovies **15c**
Cod Fish **5c**

SKATES sold less than FACTORY PRICE

On Monday. Come and see if you can use a pair.
100 Steel Square—Monday **40c**
3 Lasts and Stand—Monday **25c**
6 Auger Bits, in wood case, and Brace—Monday **\$1.15**
20-inch Hand Saw—Monday **39c**
Rim Door Lock **3c**
Mortise Door Lock **3c**
6 Knives and 6 Forks, Cocoa handles—Monday **39c**

Hardware, Stove and House Furnishing Dept.

Hardware.

SKATES sold less than FACTORY PRICE on Monday. Come and see if you can use a pair.
100 Steel Square—Monday **40c**
3 Lasts and Stand—Monday **25c**
6 Auger Bits, in wood case, and Brace—Monday **\$1.15**
20-inch Hand Saw—Monday **39c**
Rim Door Lock **3c**
Mortise Door Lock **3c**
6 Knives and 6 Forks, Cocoa handles—Monday **39c**
100 Folding Ironing Board—Monday **69c**
50-pound Flour Case—Monday **59c**
6-foot Step Ladder—Monday **45c**
85c Raisin Seeders—Monday **59c**
No. 8 Copper Bottom Tea Kettles—Monday **29c**
25c Folding Lunch Boxes—Monday **12 1/2c**
20c extra good Washboards—Monday **9c**
6c Large Granite Dish Pans—Monday **39c**
20c Carpet Brooms—Monday **7 1/2c**

Stoves: Stoves.

Just received a carload of square cooks. Can sell you a nice No. 8 Square Cook worth \$11.50—on Monday **\$7.95**
Large steel range with water front and high shelf, worth \$25.00—Monday **\$21.95**
The best 3-burner Gasoline Stove made—regular \$6.00—Monday **\$4.95**
Everything in the Heating stove line will be closed out regardless of cost. If you want bargains come Monday.

Grand Clearing Sale

For Monday Tuesday Wednesday In Men's Hat Dept.

All our winter caps divided into four lots.
Lot 1—Caps that sold for 65c and 75c—reduced to **35c**
Lot 2—Caps that sold for 35c and 50c—reduced to **15c**
Lot 3—Caps that sold for 25c and 35c—reduced to **10c**
Lot 4—Caps that sold for 15c and 25c—reduced to **5c**
A lot of caps for 9c each, worth 25c each.
Also a grand reduction in men's hats.
Good stylish soft hats, worth \$1.00—reduced to **50c**
Good stylish soft hats, worth \$1.25—reduced to **60c**
Hats that sell elsewhere for \$1.75 and \$2.00—reduced to **\$1.00**
Attend this great three days sale and see our mammoth assortment.

Jewelry Department.

Sterling Silver Tooth Brushes, Seals, Files, Combs, Shoe Buttons, Cuticles, regular \$1.00 articles—sale price **49c**
Sterling Silver Bon Bon Spoons, Sugar Spoons, Cream Ladles, Olive Spoons, Meat Forks, Butter Picks, regular \$2.00 articles—go at **98c** each.
Solid Gold Rings, with genuine Opal Sets, regular \$2.00 rings—go at **98c** each.
Sterling Silver Chatelaine Watches—\$2.50 each.
Elegant Gold Filled Hunting Cases—Watches, warranted to wear 20 years, with fine Elgig or Waltham works, ladies' or gents'—regular \$25.00 watches—go at **\$14.48**.
Rogers' 12-dwt. Knives or Forks—\$1.19 for set of 6.
Rogers' Tea Spoons, A 1 quality—69c for set of 6.
Rogers' Table Spoons, A 1 quality—\$1.38 for set of 6.
Sterling Silver Tea Spoons—49c each.

China Dept.

Complete Glass Lamp, including chimney and burner **19c**
All of our odds and ends in Sugar Bowls, Spoon Holders, Creamers and Butter Dishes—at each **5c**
Vegetable Dishes, double thick—**4c**
A whole table full of odds and ends in Decorated Ware—at each **20c**
We have a few more Initial Tumblers left, at per set **25c**
Gallon Milk Crocks **3c**

Grand Clearing Sale

—OF— CARPETS AND DRAPERIES.

All broken lines to be closed out at extremely low prices. New spring goods arriving every day—we can show all the advantages of buying here.
20 pieces drop patterns, best all wool Ingrains, sold elsewhere at 75c, closing out price **55c**
Union Ingrains, yard **49c**
A nap in Brussels Carpet **49c**
A limited quantity of best Brussels: worth 90c to close **59c**

Ladies' Furnishing Goods.

Ladies' fine seamless black hose at **10c, 15c and 25c**
Ladies' Night Gowns, worth 65c at **25c**
Ladies' fine embroidered and lace trim night gowns at 50c, 59c, 69c and 79c
Ladies' lace trimmed and embroidered skirts at 69c and **99c**
Ladies' plain muslin drawers, worth 25c at **12 1/2c**
Ladies' umbrella drawers, worth 35c, at **19c**
Ladies' lace and embroidered trimmed drawers at 25c, 35c and **49c**
Ladies' plain corset covers, worth 15c, at **8c**
Ladies' embroidered corset covers, worth 50c, at **25c**
Ladies' Progress corsets at **49c**

Curtains.

SPECIAL PRICES IN LACE CURTAINS AND HEAVY DRAPERIES.
A very good curtain—pair **39c**
64-inch, 3 1/2 yds. long, Brussels pattern—pair **1.00**
Irish Point Curtains, full size, new, pattern—pair **\$2.50**
All odd Curtains and single pairs closed out at one-half price.
Beautiful Tapestry Portieres—pair **\$1.98**
Extra heavy full sized Chenille Curtains—pair **\$2.98**
Tapestry Curtains in linen effect at—pair **\$2.49**

Monday's Prices in Our New Pure Food Dept

When you buy Groceries here you can depend on it—they'll be fresh and new—up-to-date in every line.

Best XXXX Minnesota Flour, per sack **\$1.25**
Best Rye Flour, warranted, per sack **75c**
29 pounds Open Kettle Sugar, for **\$1.09**
3-pound cans Table Peaches, heavy syrup **12c**
3-pound cans Table Peas or Apricots **12c**
2-pound cans Solid Tomatoes only **8 1/2c**
3-pound cans Golden Pumpkin **7 1/2c**
2-pound cans Sugar Corn **6c**
2-pound cans String Beans **6c**
2-pound cans Butter Beans **6c**
2-pound cans June Peas **6c**
Tall cans Columbia River Salmon **4c**
Sardines, per can **3c**
Mustard Sardines **3c**
Quart cans Grated Pineapples, Monday **7 1/2c**
Sliced Pineapple, worth 25c, per can **12 1/2c**
Quart cans Baked Beans, worth 20c **7 1/2c**
Up-to-date in every line.

Pure Food Cereals—

Large package Oatmeal **5c**
Large package Pancake Flour **5c**
Large sacks Cornmeal **9c**
Large sacks Pure Graham **9c**
Large sacks pure Buckwheat **25c**
Ten pounds White Navy Beans **25c**
Pure Corn Starch, per package **3 1/2c**
Large packages Wheatell **7c**
Quaker Oats, per package, only **7 1/2c**
Wheat Manna, per package, only **8 1/2c**
Up-to-date in every line.

Evaporated Fruits—

Gilson's best Black Prunes, large **12 1/2c**
Fancy Large Black Prunes, pound **8c**
Raisin Cured French Prunes only **8c**
Turkish Cured Prunes only **8c**
New Yellow Crawford Peaches **12 1/2c**
Fancy Cling Evaporated Peaches **12 1/2c**
Fancy Moor Park Bright Apricots **12c**
New California Bright Apricots **9c**
New Bartlett Peas, coreless halves **12c**
New California Peas, fancy, only **7 1/2c**
Large Virginia Blackberries, only **12 1/2c**
Large Pitted Plums, pound **24c**
Large Raisins, per pound **6 1/2c**
Good Raisins, per pound **6c**
Cleaned Currants—delicious **7 1/2c**
Seeded Raisins, per package **8 1/2c**
Up-to-date in every line.

Teas and Coffees—

Try our Bogota Coffee—you'll like it—pound **15c**
Family Mocha and Java—just try a pound **12 1/2c**
Good Santos and Rio Coffee **10c**
High grade Java and Mocha, only **25c**
Plantation Mocha and Java—none better **25c**
Private growth Java Tea—well, there is no use explaining the quality to you—just try it **25c**
Regular Uncolored Japan Tea **25c**
Green Japan, only **15c**
Tea Dust—the quality we guarantee **12 1/2c**
If you don't buy Teas and Coffees Monday you'll miss it. Up-to-date in every line.

HAYDEN BROS.